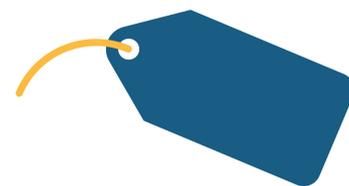


OPTIONAL ACTIVITY No. 2

BRAND IDENTITY



We **recognise** our friends when we see them, and we can also **remember** them when they are not there. Businesses want to have a similar impact and create a similar friendly relationship with their clients!

To do this, businesses try to create an **identity**, so that they can be easily *recognisable* and *memorable*. This is their **branding**. Businesses with good branding are **more likely to attract customers** and therefore make more profit.

Now, create an identity for your own business! You can do it for your existing school business OR be creative and come up with an imaginary product that needs a brand!

You can start by designing a **logo**: a **symbol** to represent your business. Once you have one, you can think of how else to express your brand identity: will this be through using the same colours throughout? A slogan? Branded packaging?

Remember these key components of a valuable brand:

1. **Differentiation**: how is my brand different to others?
2. **Relevance**: what is attractive about my brand?
3. **Esteem**: how do others see my brand?
4. **Knowledge**: how familiar are people with my brand?

THIS ACTIVITY WILL HELP YOU DEVELOP:

Business Knowledge
Creativity



The School Enterprise Challenge is still running in 2020, and registrations remain open. Because we are adapting the programme in the context of the COVID-19 pandemic, submission deadlines for schools will be more flexible. Our overall mission is to continue supporting teachers around the world to deliver a relevant education to their students by providing new educational content and advice on a regular basis.

We advise all our participants to follow [WHO guidance](#) in response to COVID-19.

